

Project Name: Jeevan Daan Maternal and Child Survival Program
Agreement Type: Child Survival Health Grant Project (CSHGP)
Duration: 2000-2004 (Extended to 2004-2009)
Geographic Scope: Ahmedabad (Gujarat)
Technical Assistance Agencies: -
Implementing Agency: Counterpart International

DESCRIPTION:

The main aim of the program is to sustainably reduce the morbidity and mortality among the slum children as well as strengthen local partner's and Ahmedabad Municipal Corporation's (AMC) capacity to implement and evaluate CS programs. The main objectives are immunization of children and women, control of diarrheal diseases, pneumonia case management and nutrition, maternal and new born care and promotion of exclusive breastfeeding. The total population covered in the project area is 308,445.

In the last 5 years, this program has made measurable progress towards indicators despite two disasters - earthquake and communal violence - that it faced. Based on program success "Jeevan Daan" has been extended to 2009 with new partner Saath, with the additional component of maternal and new born care.

KEY ACTIVITIES:

Community mobilization and formation of Community Health Teams (CHTs, volunteer mothers) to improve the access to information and care and sustain the community based health initiatives taken by the project; behavior change communication, using the BEHAVE framework and the edutainment approach to improve the care takers and care givers behaviors at home and at the health facility; training and organizational development of partners and training of public and private providers, in WHO protocols for improvement of quality of care; and piloting Positive Deviance/Hearth nutrition rehabilitation and promotion model in 10 communities to address malnutrition and share the lessons learned with the CS community and using the lessons for the scale up in the cost extension.

KEY ACHIEVEMENTS:

- The immunization rates for children aged 12-23 months have risen from 29% to 71.6% and for tetanus toxoid for women from 72% to 90.7%;
- ORT use has increased from 18% to 64% with correct preparation rising from 16% to 69.3%;
- Pneumonia prevalence has reduced from 22% to 16%. Quick treatment on the same day has increased from 24% to 66.6%;
- The percentage of mothers who breastfed within one hour of delivery increased from 19% to 33%. Under-five children who were exclusively breastfed in the past 24 hours increased from 41% to 57.1%;
- More than 350 volunteers have been organized into 30 CHTs in the program area and critical links between the health facilities and the community have been established;
- Urban specific BCC materials have been produced and used, and AMC adopts them for all the 43 wards of Ahmedabad city covering 3,600,000; and
- Strong partnership and cost share on the part of Ahmedabad Municipal Corporation, extends further for the cost extension.
- Based on the successes of Jeevan Daan Program Government of Gujarat has expressed its willingness to scale up proven and feasible strategies in entire state.

CONTACT INFORMATION:

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